Beyond radio programing in New Orleans
Debate rages over presidential debates

Broadcasting Sep 1

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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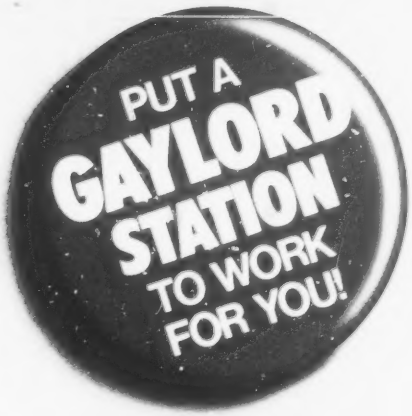

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Broadcasting Sep 1

The Week in Brief

TOP OF THE WEEK

DEBATES ARGUMENTS ☐ Carter and Reagan argue with each other and with the League of Women Voters over the format and the timing of candidate confrontations. National Press Club and *Face the Nation* get into the act. **PAGE 23.**

WHILE THE STRIKE IS COOLING ☐ Actors' strike looked to be on its way to settlement last Friday as both sides got down to serious discussion. **PAGE 23.**

SNEAK ATTACK ☐ The House passes a little-noticed amendment that would put a stop not only to public station's *The Dial*, but also to other publications and program guides put out by noncommercial outlets. **PAGE 26.**

SPECIAL REPORT

LARGER FOCUS IN NEW ORLEANS ☐ The NAB's annual Radio Programing Conference offers more than just programing. The more than 1,600 in attendance find workshops on promotion and management as well. Some like the wider range, while others criticize the quality of some of the workshops. **PAGE 27.** Summaries of the different activities begin on **PAGE 28.**

MEDIA

DIPS DOWN ☐ An NAB study of the top 50 markets finds media concentration decreased by 9% from 1968 to 1978. The association argues that marketplace forces make government intervention unnecessary. **PAGE 35.**

HIGH HOPES ☐ Programing from the new CBS Cable unit will be arts-oriented, but with a wider target than PBS. VP Shay hopes for June 1981 start-up. **PAGE 35.**

LAW & REGULATION

BACK TO BUSINESS ☐ The FCC comes back to work after its August vacation to a packed agenda. Heading the list of items to be considered this month and next are VHF drop-ins, RKO, UHF comparability, children's advertising and direct broadcast satellites. **PAGE 39.**

MORE HOT WATER ☐ RKO General notifies the FCC that its parent, General Tire & Rubber, is being assessed $24.5 million in back taxes in addition to $11.3-million tax fraud penalty by the IRS. New South, the company seeking to replace RKO as a TV licensee in Memphis, asks the FCC to investigate. **PAGE 39.**

PROGRAMING

DEFENDING 'BEULAH LAND' ☐ NBC asks a Yale professor to review its upcoming miniseries set on a Georgia plantation in Civil War times. He finds parts of it accurate. The network will prescreen the show for affiliates and advertisers prior to its Oct. 7,8 and 9 airings. **PAGE 41.**

CABLE UPDATE ☐ NCTA survey on local cable programing finds slight increase in number of access channels and more political cablecasting. **PAGE 42.**

SECOND WEEK SET ☐ CBS announces its plans for the second week of the fall season. In light of the actor's strike the network will air mix of reruns, movies and 'Empire Strikes Back' special. **PAGE 43.**

JOURNALISM

CONFRONTATION ☐ FBI confiscates film shot by a news crew from noncommercial KQED(TV) San Francisco at a Navy installation. The government charges trespassing, while the station may sue for violation of First Amendment rights. **PAGE 44.**

NEW PROJECT FOR CRONKITE ☐ The CBS anchor is the chairman of a new nonprofit venture that will send, via satellite, a live, half-hour news show to schools across the country. **PAGE 44.**

TECHNOLOGY

REINVENTING THE DISH ☐ As the number of satellites increases, so does the need for earth stations with multiple capacity. Two manufacturers have come up with a solution: antennas that can receive from up to 11 different satellites. **PAGE 46.**

BUSINESS

SATISFIED ☐ The GOP, pleased with the results of its television campaign, decides to run it longer and spend an additional $4 million between now and election day. **PAGE 48.**

PROFILE

CATALYST ☐ Gert Schmidt was just that when he united the competitive forces in Jacksonville, Fla., to find a permanent home for the channel 12 facility that is now WTLV(TV). Schmidt is now vice president of Harte-Hanks Television Group and chairman of the Jacksonville station. **PAGE 73.**

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NAB tracks drop-off in concentration of media owners

Study of top 50 markets finds number of outlets increasing, incidence of multiple holdings decreasing; association argues marketplace forces are making government intervention unneeded

Media concentration in the top 50 markets decreased an average 9% from 1968 to 1978, according to a study prepared by the National Association of Broadcasters.

That figure, NAB stated, is for common ownership of newspaper and commercial radio and television outlets in those markets. Should public broadcasting outlets be included, the over-all percentage decrease would be 16%, a figure cited earlier by NAB (BROADCASTING, Aug. 25). The difference stems from the number of public television stations that have come into existence during that 10-year span.

NAB prepared the study with an eye to a number of government investigations looking at media concentration. The FCC, FTC and Justice Department have each considered the question in recent years and proposed and enacted various regulations restricting media crossownership.

The NAB, in releasing the study last week, said "the decrease is due to both the operation of the FCC's regulation against transfer of properties involving cross-ownership and the natural growth of the broadcasting industry. The results demonstrate that the marketplace is operating to reduce media concentration."

Stations included in NAB's analysis were those reported in Arbitron's November 1968 and 1978 measurement reports. Newspapers included in the study were those having a daily circulation of at least 100,000. NAB pointed out that the study did not include cable television, magazines or other media available in each market.

The cumulative 10-year variation shows that in the top 10 markets, there was a 38% increase in total owners, with a 14% decrease in the number of media outlets per owner. In 1968, there were 293 radio stations in the top 10 markets, as opposed to 367 in 1978. Television outlets for that period went from 67 to 73, and newspapers from 43 to 39. Media owners numbered 243 in 1968, with 147 owning radio only, 24 in television only, 25 in newspapers, only 30 having ownership in radio and television, four in radio and newspapers, one in television and newspapers and 12 in all three media.

Those figures contrast to the total number of media owners in 1978 which increased to 336. Of those, 230 had ownership in radio only, 44 in television only, 29 in newspapers only, 23 in radio and TV, four in radio and newspapers, two in television and newspapers, and four in all three.

In the top 50 markets, while cross-ownership decreased 9%, the number of owners increased 41%. There was a 52% decrease in the number of owners having holdings in all three media, and a 34% decrease in those having an interest in both radio and television.

The markets with the largest decreases in media concentration were Rochester, N.Y., Dallas/Fort Worth, Washington, Salt Lake City and Buffalo, N.Y.

Rochester experienced a 40% decrease in outlets per owner over the 10-year period, with total owners going from seven to 15, and the total number of outlets increasing from 15 to 23, the largest increase in the radio category.

Dallas/Fort Worth lost two television outlets during that period, resulting in a 3% decrease in the number of outlets, and an over-all decrease of 33% in outlets per owner. The market did gain one radio station, and nine owners with an interest in radio only, resulting in a 45% increase in total owners.

Washington gained five radio stations, lost one television station and one newspaper between 1968 and 1978, resulting in a 53% increase in ownership, 8% increase in the number of outlets, and a 30% decrease in the number of outlets per owner.

The totals for the top 50 markets

	1968	1978	% Change
Media owners			
Radio only	473	754	+59
TV only	85	148	+74
Newspapers only	59	68	+15
Radio and TV	93	61	−34
Radio and newspapers	10	10	—
TV and newspapers	7	7	—
Radio, TV and newspapers	25	12	−52
Total owners	751	1,060	+41
Media outlets			
Total radio	787	1,204	+37
Total TV	211	226	+ 7
Total newspapers	124	117	− 6
Total media outlets	1,213	1,547	+28
Outlets per owner	1.61	1.46	− 9

CBS Cable: playing on the upscale

Programing from this new unit will be directed to the high end of demographics, says Shay; start-up planned for June 1981

At the National Cable Television Association convention in May, Bob Shay was telling the cable industry "you'll be hearing from us." The "us" he had in mind was CBS Cable, the then newly formed company unit that Shay, former station manager of CBS-owned KNXT(TV) Los Angeles, had been named to head. At NCTA, Shay wasn't saying much about CBS's plans in the cable field, beyond pointing to the unit's announced "three basic functions"—"provide a unique high quality programing service," "develop and produce original programing" and "present programing currently not available in any other medium."

Back in his offices in the CBS New York headquarters, the vice president and general manager of CBS Cable gives no impression of rushing to judgment in building the new operation. His timetable calls for a "formal presentation" to the industry at the Western Cable Show in December. And he freely admits to "taking a lot of time" in making the personnel selections for a staff that should eventually be 100. Planned start date is June 1981, and Shay figures on having a "basic" staff in place by Oct. 1, with his sales force ready for the streets by April 1 of next year.

With Shay since the initial announcement have been Charlotte Schiff Jones, vice president, marketing, the former executive vice president of Manhattan Cable, and Gary Hoffman, vice president of programing and production, who had been director of program development for CBS's owned television stations.

While the process of pulling the pieces together proceeds, the broad outline of CBS Cable is already forming. Beaming a signal over Westar III, CBS will provide

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Growth areas. Looking at the past to detect trends for the future, the Television Bureau of Advertising has named consumer services, home and auto do-it-yourself products, apparel, retail stores and new technology as what TVB President Roger D. Rice called "prime candidates for major growth in television advertising in the 1980's."

A TVB analysis of advertising trends of the 1970's not only showed "growth for such traditional television advertisers as foods, toiletries, automotive, proprietary drugs, confectionery products and soft drinks," Rice said, but also provided "insights into emerging television business areas for the 1980's."

TVB traced the 1970-79 growth in TV spending by what it called "emerging television categories of the 1970's" which show promise for continued expansion. In addition, Rice said, other categories of promise continue to emerge, including legal, medical, dental and other consumer services, do-it-yourself products in many fields, apparel manufacturers and the new technologies that would compete with broadcast TV.

TVB summarized the 1970's track record of "emerging television categories" as follows:

Leisure-time products and services	TV expenditures 1970	1979	Annual growth rate	Dollar increase
Restaurants and drive-ins[1]	$43,600,000	$453,100,000	30%	$409,500,000
Movies and theaters[1]	22,600,000	175,400,000	26%	152,800,000
Publishing and media[3]	20,800,000	129,700,000	23%	108,800,000
Records and tape recorders[3]	7,800,000	87,500,000	31%	79,700,000
Amusements and entertainment[3]	11,400,000	68,800,000	22%	57,300,000
Retail				
Department and discount stores[1]	$63,000,000	$301,800,000	19%	$238,800,000
Food stores and supermarkets[2]	30,400,000	159,000,000	20%	128,600,000
Furniture stores[2]	17,400,000	122,500,000	24%	105,000,000
Clothing stores and ready-to-wear apparel[1]	18,100,000	105,700,000	22%	87,600,000
Miscellaneous				
Wine[3]	$19,000,000	$103,300,000	21%	$84,400,000
Communications and public utilities[3]	15,600,000	93,900,000	22%	78,300,000
Trucks and mobile homes[3]	7,000,000	74,000,000	30%	67,000,000
Equipment and fixtures[3]	7,900,000	67,800,000	27%	60,000,000

Notes: [1]National and local television advertising
[2]Local television advertising only
[3]National television advertising only

Source: Television Bureau of Advertising analysis from Broadcast Advertisers Reports data.

June jump. Investments in network television advertising in June climbed by 23.9% over June 1979 to $401.2 million, according to the Television Bureau of Advertising.

Using figures supplied by Broadcast Advertisers Reports, TVB said that on a daypart basis, nighttime registered the largest gain, rising by 27.7% to $275.4 million, followed by weekday daytime, up 16.9% to $89.8 million, and weekend daytime, up 17.7% to $35.9 million.

May

	1979	1980	% change
Daytime	$108,142,800	$125,738,700	+16.3
Mon.-Fri.	76,809,600	89,804,100	+16.9
Sat.-Sun.	31,333,200	35,934,600	+14.7
Nighttime	215,676,100	275,427,600	+27.7
Total	$323,818,900	$401,166,300	+23.9

January-June

	1979	1980	% change
Daytime	$ 732,978,100	$ 856,403,200	+16.8
Mon.-Fri.	492,619,200	585,880,600	+18.9
Sat.-Sun.	240,348,900	270,522,600	+12.6
Nighttime	1,458,818,300	1,659,184,600	+13.7
Total	$2,191,796,400	$2,515,587,800	+14.8

By Network

Quarter	ABC	CBS	NBC	Total
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700
April-June	473,396,000	428,389,400	381,722,700	1,283,508,100
Year-to-date	$949,925,700	$823,753,700	$741,908,400	$2,515,587,800

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change Revenues	% Change	Net Income	% Change	Per Share	Year earlier Revenues	Net Income	Per Share
Cap. Cities	6 mo. 6/30	227,228,000	14.6	35,716,000	17.7	2.71	198,242,000	30,322,000	2.20
Cox	6 mo. 6/30	144,010,000	25	22,748,000	7	1.68	115,297,000	21,335,000	1.59
Foote Cone & Belding	6 mo. 6/30	78,121,000	22.9	5,500,000	45.9	2.04	63,555,000	3,769,000	1.45
Harris Corp.	year 6/30	1,300,932	21	79,682,000	15.8	2.63	1,074,881	68,772,000	2.32
Harte-Hanks Communications	6 mo. 6/30	141,604,000	26.3	9,790,000	17.7	1.04	112,064,000	8,315,000	.90
Lee Enterprises	9 mo. 6/30	103,306,000	18.6	15,963,000	45.1	2.22	87,095,000	10,994,000	1.51
MCI	3 mo. 6/30	48,081,000	64.1	4,026,000	90.9	.05	29,629,000	2,108,000	.04
New York Times Co.	6 mo. 6/30	358,214,000	15.2	21,883,000	28	1.82	310,923,000	17,077,000	1.44
Times Mirror Co.	28 wks. 7/13	921,060,000	16.2	60,149,000	-10	1.76	792,525,000	66,815,000	1.97
Warner Communications Inc.	6 mo. 6/30	876,945,000	11.9	60,599,000	18.7	2.13	783,275,000	51,010,000	1.91
Wometco	24 wks. 6/14	153,168,000	13.6	9,446,000	6	1.02	134,747,000	8,909,000	.97